



QLIKVIEW FOR HIGHER EDUCATION

Improving Student Recruitment,
Supporting Retention And Driving Performance



QLIKVIEW FOR HIGHER EDUCATION: IMPROVING STUDENT RECRUITMENT, SUPPORTING RETENTION AND DRIVING PERFORMANCE

The market to recruit students is as lucrative as it is competitive. Consequently, universities are spending ever-increasing amounts to ensure they attract the best students.

However, with government cuts and in some regions, such as the UK, declining admissions, marketing departments must ensure that their campaigns are accurately targeted, cost-effective and can successfully gauge ROI.

Already working with some of the most respected academic institutions worldwide, QlikView's intuitive Business Discovery platform enables recruitment marketing departments to maximise their campaigns.

Through its intuitive dashboards, flexible and easily deployable architecture, and powerful search functionality, the QlikView Business Discovery platform gives users the power to turn data into intelligence and to identify new opportunities.

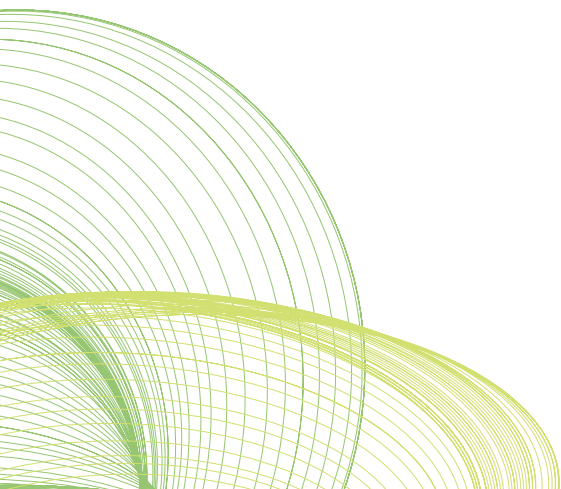
The benefits of QlikView are not restricted to marketing. Business Discovery can be deployed across all university departments to increase insights, reduce the burden of compiling reports and save costs.

Areas include:

- Registry
- Admissions
- Human Resources
- Finance and Estates

“ QlikView enables analysis capabilities that are unthinkable in traditional technologies – along with unparalleled flexibility, performance and simplicity. ”

– Mike Frost, *Assistant Director of Finance, Anglia Ruskin University*



ENHANCING INTELLIGENCE THROUGH COLLABORATION

Key to the QlikView philosophy is collaboration. All too often, valuable information becomes siloed in different data stores, preventing insights from being shared between stakeholders.

QlikView's easy-to-use and flexible platform was designed with collaboration at its heart. It gives different departments and individuals the freedom to securely share data and insights, allowing co-workers to engage in live 'what if' analysis. In essence, QlikView democratises data.

Student recruitment teams can now pool their ideas and insights to analyse and answer such questions as:

- "Which fairs and exhibitions are the most successful?"
- "Which geographical areas are students coming from?"
- "Which demographics are favouring which subjects?"
- "Do subject combinations generate greater interest?"

QlikView is #1 in:

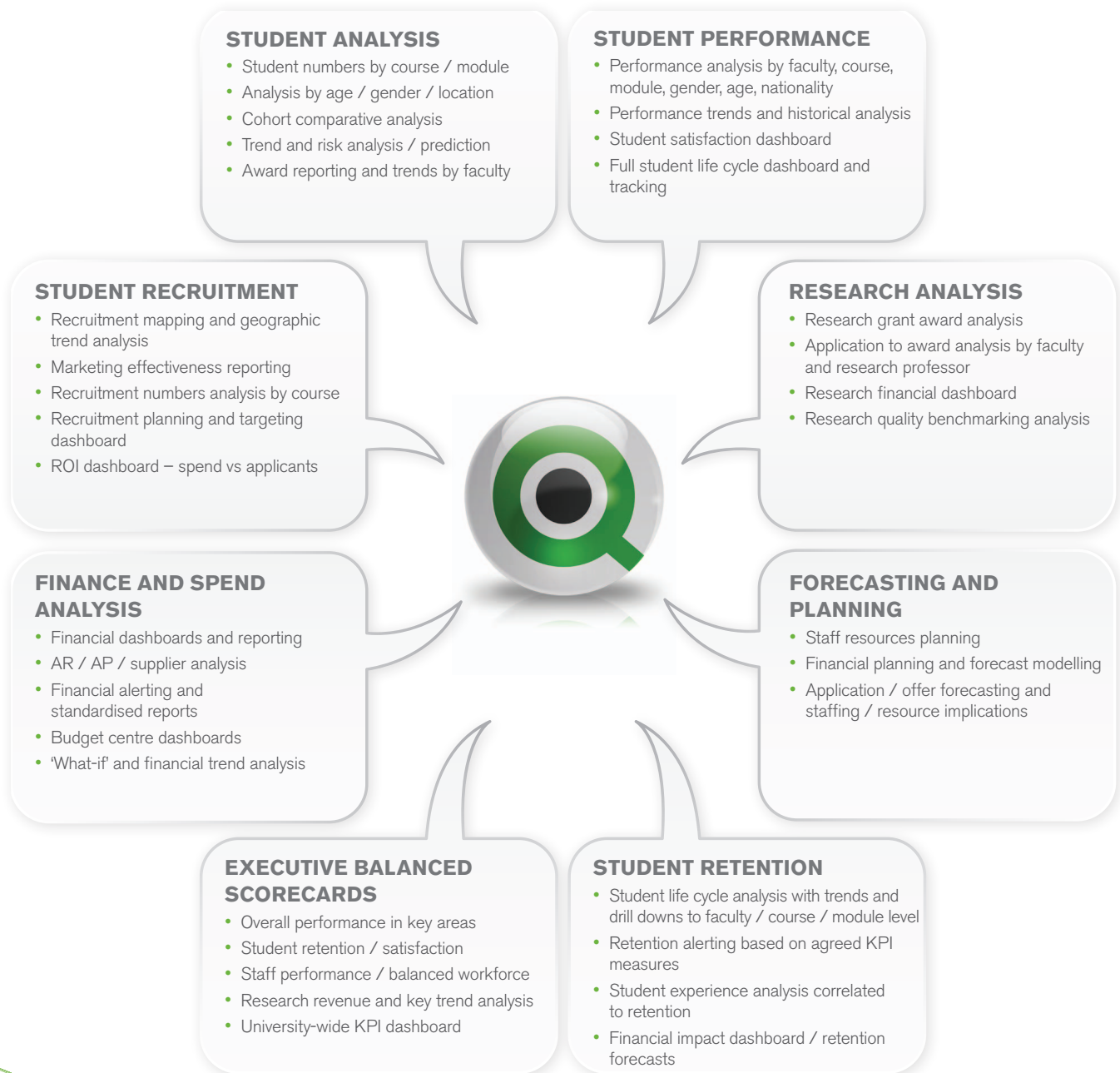
- Performance*
- Satisfaction with development tools*
- Lowest total cost of ownership*
- Query performance satisfaction**



* Gartner: BI Platforms User Survey, 2011

** BARC: BI Survey 10, October 2011

QLIKVIEW FOR HIGHER EDUCATION: SOLUTION AREAS



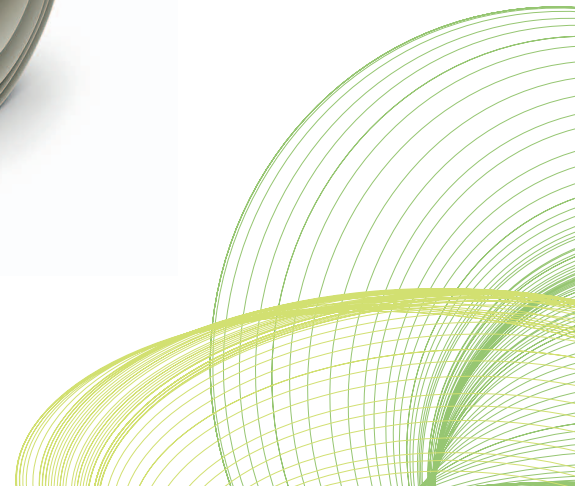
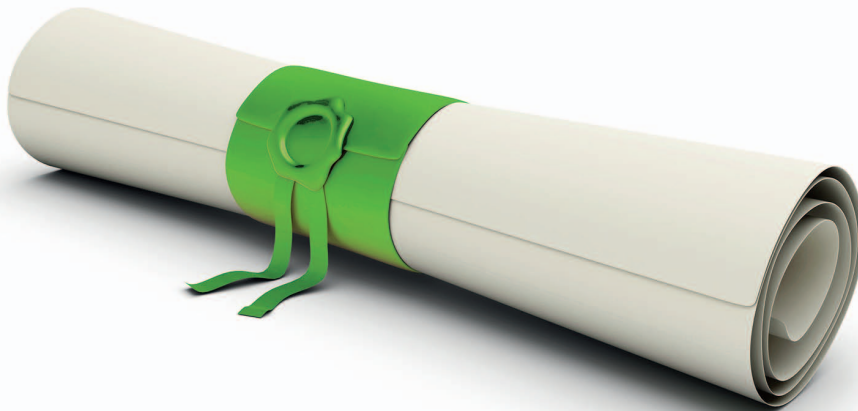
THE QLIKVIEW ACADEMIC PROGRAM

Underpinning our commitment to higher education, the QlikView Academic Program provides free QlikView educational licenses to all accredited, university-level, publicly and privately-funded institutions for the purpose of teaching and research.

Business Discovery can enhance research, giving users the freedom to control data in ways not previously possible. It enables educators and students to realise hidden relationships and to find the answers for questions they hadn't even thought to ask.

“ QlikView fits perfectly with my curriculum, and it is so easy to learn that students are able to build BI applications after a few classes. Working with QlikView, we are giving students the opportunity to tackle real-world business problems, and with this type of experience, students can be productive a lot sooner in their future endeavours. ”

– Wenhong Luo, Associate Professor
of Accounting and Information Systems,
Villanova School of Business



KEY PRODUCT HIGHLIGHTS

QlikView is a Business Discovery platform that unlocks the power of data. Requiring little or no training for users, it markedly improves performance by reducing the burden of and time spent on data analysis, empowering users with superior intelligence that can be easily shared among different stakeholders.

ASSOCIATIVE EXPERIENCE

Allows users to explore data by making selections and getting instant feedback on what data is associated and what is unrelated

GLOBAL SEARCH

Offers users key word search across all data with the simplicity of popular search engines and the ability to share what is found

COMPARATIVE ANALYSIS

Extends the QlikView associative experience to enable interactive comparison of user-defined groupings

QLIKVIEW ON MOBILE

Enables mobile users to benefit from Business Discovery on tablets or smartphones

DATA VISUALISATION

Presents data in charts, graphs and geographic maps, allowing users to visually assess performance

'WHAT-IF' ANALYSIS

Empowers users to test scenarios and assess the impacts of possible outcomes

TRANSACTION LEVEL DETAIL

Permits virtually unlimited slicing and dicing, enabling users to uncover specific drivers for trends and risks

RAPID DATA INTEGRATION

Creates a single view of information from multiple sources, one 'true' account

**QLIKVIEW IS PROUD TO
PROVIDE SOLUTIONS FOR:**

ANGLIA RUSKIN
UNIVERSITY

CINECA AND THE
UNIVERSITY OF
BOLOGNA

FUNDESEM BUSINESS
SCHOOL

NANYANG
TECHNOLOGICAL
UNIVERSITY

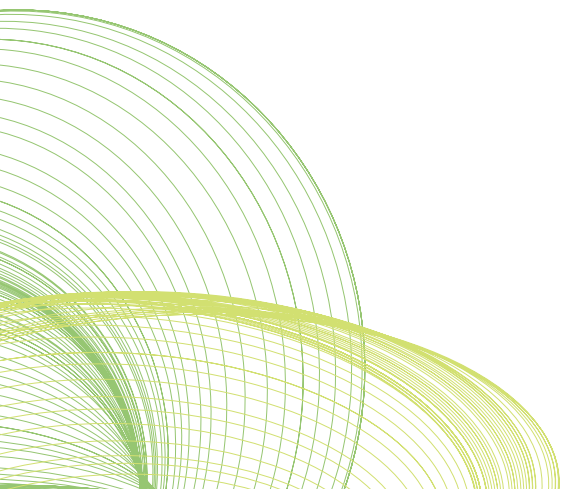
THE NETHERLANDS
ASSOCIATION OF
UNIVERSITIES OF
APPLIED SCIENCES
(HBO-RAAD)

OXFORD BROOKES
UNIVERSITY

UNIVERSITY OF EAST
LONDON

UNIVERSITY OF LEEDS

UNIVERSITY OF
ST ANDREWS





INSIGHT EVERYWHERE

QlikTech has offices worldwide with expert, friendly staff ready to help you drive smarter, faster decisions with QlikView.

For contact details please visit:

<http://www.qlikview.com/us/company/contact-us>

A light green silhouette of a world map serves as a background for the contact information section.

GLOBAL HEADQUARTERS

Qlik Technologies, Inc.
150 N. Radnor Chester Road
Suite E220
Radnor, PA 19087
Phone: +1 (888) 828-9768
Fax: +1 (610) 975-5987

